

## Appendix 2: Belfast City Council – International engagement activity: Delivery Plan 2025-2026

Trade and Investment					
Project/Initiative	Brief Overview	Belfast City Council Lead	Partners	Timeframe	Priority outputs and benefits
New York, New Belfast 2025	Annual event and supporting side programme focused on engaging with key east coast USA economic “champions” and pipeline FDI companies considering investing in Belfast and potential trade opportunities for local companies. Also opportunity to position Belfast’s latest Tourism messaging (Fleadh 2026) and capital assets for investment	EU and International Relations Team (EUIRT)	Event organisers Invest NI US office and Belfast Chamber	June 2025	Investment leads for City assets and trade leads for Belfast businesses  Support Invest NI for investment and trade pipeline  Promotion of major events
Homecoming 2025	Business conference promoting Belfast to diaspora communities, particularly US-based.	EUIRT	Event organisers	October 2025	Depending on audience profile, can adjust messaging but likely focus on trade and investment opps and capital investment leads; cultural promotion
US Sister City collaboration engagement	Development work to explore re-engagement with Boston, using same successful “Team Belfast” model used for Nashville mission. Boston focus will also be Life and Health Sciences including access to innovation partnerships/VCs	EUIRT; Enterprise and Business Growth Team	ICB; universities; Catalyst; individual businesses	Date tbc	Partnerships and access to finance for Belfast businesses and innovation ecosystem, with focus on L&HS Promotion of Belfast as a study and tourism destination

Project/Initiative	Brief Overview	Belfast City Council Lead	Partners	Timeframe	Priority outputs and benefits
Belfast City and Region Place Partnership	Joint public and private sector-led initiative focused on place positioning to attract investment and deliver on inclusive growth. Key events include MIPIM (France, March each year) and UK ReiiF (Leeds, May each year). Other special/one-off events may also be involved, in line with opportunities. The Partnership also produces resources such as a website and investment prospectus	City Regeneration and Development team	Other BRCD councils, Belfast Harbour, Universities, Invest NI, developers, construction companies, legal and financial services	Annual programme of work	Leads generated in support of investment attracted and developments supported
Develop and maintain updated Belfast's city proposition messaging	Review and update of existing collateral to focus on key investment messaging for specific target markets – complement innovation proposition (below)	Internal BCC teams (EU; Comms; Research; ED; CRD)	Invest NI; universities and colleges; City Deal project leads	Review current: Q2; revised products: Q4	High quality products identifying unique investment opportunities
Inward Delegations: facilitate requests for presentations on Belfast's ED proposition	Facilitating inward visits, and using opportunity to showcase opportunities for investment, trade collaboration and good practice across a range of ED areas	EUIRT (coordinate); input from relevant council and other partner leads	Range of city partners – depending on area of priority	Ongoing	Follow up engagement leading to more specific plans for investment /trade or collaboration
Dublin-Belfast Economic Corridor	Work in collaboration with 8 councils along the corridor to take forward collaborative projects across a number of areas including sector development; research and innovation; skills development	Enterprise and Business Growth team	EUIR Team; other DBEC council partners; universities; NI/RoI government depts	Ongoing work programme agreed with partner councils	Funded project activity in priority areas (circular economy; sector development; skills development)

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EU Trade and Investment	Develop updated approach to EU engagement with City and Regional Partners, building on work of Universities, Innovation and Smart teams. Including review of Eurocities membership	EUIRU City Innovation Office ICB Enterprise and Business Growth team	Invest NI and TEO	Q3 2025	Agreed approach to enhancing EU engagement

Innovation and Knowledge Exchange					
Project/Initiative	Brief Overview	Belfast City Council Lead	Partners	Timeframe	Priority outputs and benefits
Belfast Innovation value proposition	Developing a shared investable value proposition for the Belfast innovation ecosystem – including the City Deal funded investments	City Innovation Office	Innovation City Belfast partners	Draft proposition to be tested at Smart Cities World Congress (November 25)	Greater coherence and clarity of messaging to priority market segments
Bloomberg Philanthropies 2025 Mayors Challenge	A two phase, 12-month programme with 50 other cities aimed at delivering urban innovation solutions	City Innovation Office	Innovation City Belfast and challenge partners	First workshop planned for late Spring 2025	Collaborative proposals for solving urban innovation challenges
Sejong Memorandum of Understanding	City-city cooperation on innovation and technology. Includes a potential visit by Sejong Mayor in Q3	City Innovation Office	ICB	Ongoing	Support for partner workstreams
Smart City World Congress (Barcelona)	Promotion of city messaging, focusing on opportunities for partnership, investment, research and trade in relation to digital innovation	Innovation City Belfast	ICB Partners	Q3	Leads in relation to partnerships, investment, research & funding opportunities
Upsurge Initiative	EU Funded climate demonstrator project linking Belfast to Maribor, Budapest, Breda, Katowice	Climate Team	CNS Team; Neighbourhood Services; QUB; EU Partners; Community orgs	Ongoing	Inform and evidence viability of nature-based solutions for sustainable food production
Support education partners international activity (focus on sister city links)	Support enhanced international collaborations in innovation and research and attraction of international talent	EUIRT, City Innovation, ICB	Third level education partners	Ongoing	Education partners secure research income; attract international students

<b>City Positioning, Tourism Promotion and Cultural Development</b>					
<b>Project/Initiative</b>	<b>Brief Overview</b>	<b>Belfast City Council Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Priority outputs and benefits</b>
Supporting strategic tourism stakeholders in attracting and promoting major tourism and cultural events	Collaborating with Visit Belfast, Tourism Ireland and Tourism NI to drive sectoral growth and positioning Belfast as a host city for major events and international exhibitions – focus on Fleadh Cheoil for coming year	Tourism and Fleadh teams	Visit Belfast Tourism Ireland Tourism NI	Ongoing	International positioning and profiling opportunities; increasing visitor numbers
Friendship Four – Men and Women’s Tournaments	US College Ice Hockey Tournaments linked to Boston Sister City; associated STEM Festival and promotion of city via US TV airtime	EUIRU Tourism team	Odyssey Trust NI Connections DfC Tourism NI	Q3	Economic impact on city – bed nights, Arena venue, US and global press coverage value, socially and also impact on schools and community groups making US ice hockey links for future cooperation
Your Roots Are Showing	Folk music conference and trade fair which attracts over 100 artists – scheduled for January 2026	Culture Team	Visit Belfast ICC Belfast	January 2026	Improved city positioning (focusing on music/culture)
Celebrate Chinese New Year	Participation in city partner events to mark New Lunar year	Civic Offices (esp. Lord Mayor) EUIRT	Good Relations Team; Chinese Welfare Assoc.; Chinese Chamber and Consulate, Confucius	Q4	Enhances civic relations with Chinese players locally and internationally at civic, business and community level

**In addition to above workstreams, Council teams currently participate in strategic thematic networks aligned to the above themes including:**

Council for Global City CIOs	Information and opportunity exchange between innovation cities across the world
European & UK Learning Cities Networks	Exchanging best practice and developing initiatives to support community learning
UNESCO City of Music	Active participation in UNESCO cultural networks with reciprocal benefits between the cities including but not limited to partnerships with UCoM cities Kansas City (US) Hannover (Germany) Daegu (South Korea), Conde (Brazil), Ghent (Belgium) and Bologna (Italy)
Eurocities	Network of 200+ European cities focusing on lobbying, advocacy and exchange of good practice in a range of areas including climate and environment; culture; digital; economic development and social inclusion